

To: Rhode Island Renewable Energy Fund Advisory Board
From: Nancy Selman
Date: October 30, 2003
Re: Meeting Minutes for October 14, 2003

Next meeting dates: Second Tuesday of every month. In November, the meeting will be on Friday 11/14, 12/9.

In attendance: See attached Attendance List.

- 1) Update and Minutes
 - a) September Advisory Board meeting minutes were approved.
 - b) The November 11 Advisory Board meeting must be rescheduled as that Tuesday is a holiday. November 14 was chosen as the rescheduled date (the conference room is available that day.) An email will go out informing Advisory Board members of the change in the date and asking members to indicate whether they are available.
- 2) CESA Dues – the Clean Energy States Alliance has circulated an email to member funds explaining that dues will probably stay the same for 2004 (approximately ----). Invoices will be sent out in --- and due-- --. It was asked that CESA send an update with the invoice. Approval of CESA dues will be requested when the invoice and update are received in March 2004.
- 3) Think Energy
 - a) The list of invited schools had not been circulated and will be circulated with the draft minutes (this document). A request was made to ask Mark Crowdis why Stonehill College (a MA school) was on the list and to let him know that two RI schools, CCRI and RI College, are not on the list.
 - b) It was noted that there is probably not a strong price motive for an aggregation of educational institutions for the purpose of purchasing RECs. Furthermore, if any one college or university is ready, it should not let aggregation effort (that is, other universities) slow down its purchasing process. The other schools might be slow in making a decision and there might not be any economies of scale for multiple schools pooling purchasing power. This should be pointed out to Mark Crowdis.
- 4) Smartpower is asking for \$150,000 (compared to \$600,000 from CT and \$400,000-500,000 from MA for 2 years)
 - a) Funds are leveraged with foundation money – will probably spend \$275,000 in RI
 - b) Targeted geographic priorities in each state for check-off ballot (e.g., GreenUp) marketing
 - i) CT: New Haven, Hartford and greater Hartford, Stamford
 - ii) MA: Worcester, eventually Boston
 - iii) RI: Providence
 - iv) Worcester and New Haven have own media markets
 - v) Will use a combination of paid media market, public relations opportunities, and direct marketing (mailings) in each state. This will include events, radio, tv, newspaper, both paid and unpaid
 - c) Strategies for longer term outreach include:
 - i) Non-profit collaboration
 - (1) Religious, environmental/health, universities/municipalities
 - (2) Coordinated message being issued by 8-9 organizations
 - ii) Press Plan
 - (1) 2 PR firms in CT who identify PR and free media opportunities
 - (a) Impact Strategies, funded by the Tremaine Foundation
 - (b) Creative Strategies
 - iii) GreenStar recognition program – sticker in the window
 - iv) 20% by 2010 Campaign
 - v) CESA Clean Energy branding message
 - d) Worcester GreenUp campaign:
 - i) 40,000 piece direct mail
 - (1) 20,000 Democratic females in households of \$50,000 and above. In 70% of families, women pay the bills.
 - (2) 20,000 Narragansett customers, not demographic differentiation

- (3) Two different versions of the mailer will be tested– one more “eye catching”, the other a basic flyer with straight information
 - (4) Mailers will point to Smartpower website, where a flashpage will come up with green power marketers webpages
 - (5) Radio saturation - in MA, this may possibly be Governor Romney making a short announcement, will test different radio formats to see where the best response is received
 - (6) Media event to kick off GreenUp
 - (a) OpEds in Worcester paper and Boston Globe
 - (b) Appearances on talk radio, since buying a lot of radio space, will have more opportunities to do talk radio
 - (c) Two week campaign, over by Thanksgiving – results will benefit RI
- e) Proposal for Providence:
 - i) 20% by 2010 Politicians, City Hall, Churches and religious organizations, colleges/universities – can work in conjunction with other contractors like Think
 - ii) GreenUp Direct Marketing Campaign – will implement what worked in Worcester
- f) Metrics and measurement – will be able to compare costs of campaign with number of customers
- g) Conditions for funding Smartpower
 - i) Are specifically interested in funding Smartpower to provide the GreenUp portion only in the beginning – want a scope that is not redundant of existing efforts by Think Energy
 - ii) Must show success in Worcester
 - (1) What are the specific expectations in Worcester and when will the information be available to evaluate the success of the program?
 - (2) What is time frame for evaluating Worcester and developing the RI program?
 - (3) When does Smartpower need a specific commitment from RI?
 - iii) Will use Worcester and GreenUp RI results to support the decision to fund \$150,000
 - iv) Second year funding contingent on first year success
 - v) Ask about noncommitted agencies grants –when will these be finalized
 - vi) Ask for report regarding Worcester as soon as possible
 - vii) Select April for launch date
- 5) Audubon – Before funding – find out:
 - a) Why did they not install PV on the new education center – want them to install a system and educational kiosk
 - b) Can they purchase green power as well
 - c) What is their message regarding wind (e.g., Cape Wind?)
 - d) They are asking for \$20,000 for a straight sponsorship – the Fund wants something more targeted
 - e) Call director Leigh Shistler to followup
- 6) Wind RFI
 - a) Portsmouth – Funding a feasibility study would be contingent on town making a commitment to make a site available.
 - b) A draft letter was sent to Johnson and Wales which outlined the Fund’s desire to financially support project development and construction of a turbine.
- 7) PV Installers – and update was provided on getting a course for PV installers added to the offerings at New England Tech.
- 8) Solar on Schools
 - a) An RFP is being drafted by Chris Warfel and others to select a new contractor for the next round of schools.
- 9) Energetech – There was a meeting in MA in September among the 3 state funds, MA, RI and CT, who have been involved in funding the project to discuss ways of raising capital for the construction of the project.
- 10) Large customer proposal - A joint proposal by Warwick Public Schools and Constellation New Energy has been received and will be placed on the agenda for November for approval.
- 11) PV RFP –
 - a) Gordon Research Conferences
 - i) Needs to provide more robust outreach efforts than described in the proposal to qualify for second round of funding for PV
 - ii) Funding request exceeds maximum allowed under the RFP (computed at \$7 per watt DC instead of AC)
 - b) Conservation Services Group/BJs

- i) Proposal indicates that all of RECs are being sold; there is a minimum requirement that 25% remain with the host
 - ii) Minor system parts are not being provided a warranty, can be waived due to track record and warranty by the installer
- c) Roger Williams University–
 - i) Grant must be contingent on fixing old system
 - ii) Must include solar in the curriculum – ask for details regarding how this will be done
 - iii) Require that O&M be in compliance with RFP requirements
- d) Develop standard funding contract

Decisions

- 1) Change November Advisory Board meeting date to November 14.
- 2) Vote on CESA dues next March when invoice and update are received.
- 3) Funding of Smartpower would only be for GreenUp support at first and the Fund wants a scope that is not redundant of existing efforts by Think Energy
 - a) Must show success in Worcester
 - b) Will use Worcester and GreenUp RI results to support the decision to fund \$150,000
 - c) Second year funding contingent on first year success
 - d) Select April for launch date
- 4) Discuss PV installation and green power purchase with Audubon and request a more targeted funding of outreach activities by Audubon.
- 5) Wind RFI – A grant for a feasibility study for Portsmouth would be contingent on the Town dedicating a site to a project.
- 6) PV RFP –
 - a) GRC must increase outreach efforts and decrease the amount of the funding request to comply with the RFP,
 - b) CSG must leave 25% of RECs with host
 - c) RWU must repair existing system, incorporate solar into curriculum, confirm that 25% of RECs stay with host, confirm metering is GIS compliant, and check that warranty meets RFP minimum requirements.

Actions/Followup

- 1) Circulate email with new November meeting date.
- 2) Request and update from CESA with 2004 invoice.
- 3) Circulate Think university meeting invitees list and provide Mark Crowdis with feedback:
 - d) Stonehill College is on the list but is in MA.
 - e) CCRI and RI College are not on the list.
 - f) Individual schools who are ready to purchase RECs should not necessarily wait for an aggregation to come together.
- 7) Followup with Audubon.
- 8) Followup with Smartpower.
- 9) Followup with PV RFP respondents.
- 10) Develop standard contract for PV RFP.

Attendance
October 14, 2003

Buck, Roger
Capobianco, Julie
Dormody, Sheila
Edwards, Jon, Smartpower
Grace, Bob
Hartley, Doug
Hill, Michael
Jacobson, David
Keane, Brian, Smartpower
Keller, Janet
Lueker, Bill
McClanaghan, Janice
Rose, Vin
Ryan, Eleanor
Selman, Nancy
Stephens, Erich
Teichert, Kurt